

## MAXWELL MAKES PRICE REDUCTION

Touring Car and Roadster Cut to \$595 and \$580, Respectively.

Undoubtedly the most interesting announcement for 1917, with regard to automobiles in the lower-priced field, comes from the Maxwell Motor Company, Inc., of Detroit. This announcement is that the price on their touring car and roadster is materially lowered. The touring car is reduced from \$655 to \$595; the roadster from \$635 to \$580.

In this definite announcement of a substantial reduction in price, the Maxwell Company also announces that there will be no changes in the car. This confirms all previous announcements that the Maxwell car is now a standardized product. Walter E. Flanders, president and general manager of the Maxwell Company, and the able corps of engineering and manufacturing experts he has gathered around him are convinced that their product has attained such a uniform degree of excellence that the necessity for radical changes in design and construction has been eliminated.

The change in Maxwell prices became effective July 1.

In explaining the reason for the big reduction in the price of Maxwell cars, the manufacturers declare that increased production made it possible.

**Hundred Thousand Cars for 1917.**

"The manufacturing cost per car has been greatly reduced by our increased production," said Mr. Flanders. "Our plants at Detroit, Dayton and Newcastles have been taxed to their capacity to supply the orders of our dealers. We have made arrangements for the manufacture of 100,000 cars for this year and we know from the enthusiasm with which our 1917 announcement was received that this number will be disposed of easily."

"Certainly no other car in this field can point to the consistent performance behind the 1916 Maxwell. This car has given such excellent satisfaction under all conditions that we would not feel justified to change it in any particular."

The same manufacturing policy will obtain in the Maxwell plants, the standard Maxwell chassis being used for five different body designs. These designs include a streamline five-passenger touring car, a two-passenger roadster, a two-passenger cabriolet, a six-passenger town car and a six-passenger sedan.

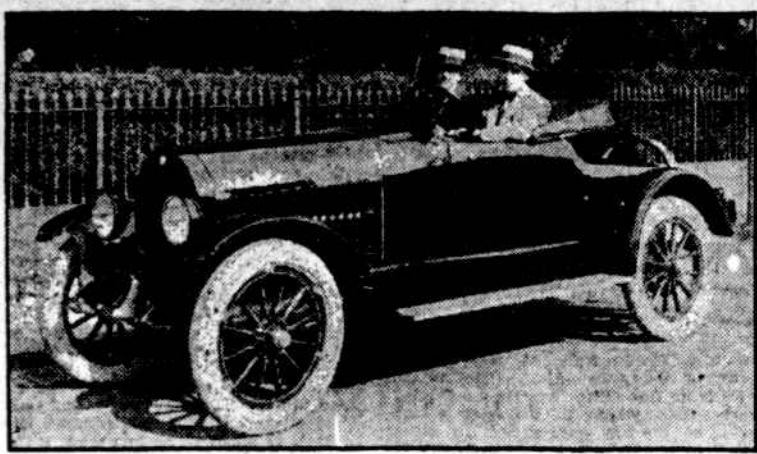
The sedan is the newest Maxwell model, having been added to the line early in the year. It is primarily a family car and there has been a very satisfying demand for it.

**Lock Washers Important.**

Many owners in replacing parts often forget to replace lock washers, yet these parts are really necessary when an ordinary nut is used. Should the part to be held in place be soft it is best to allow the lock washer to rest against a flat washer, and not directly against the soft metal.

Mrs. Oscar Skeath, of Mahanoy City, Penn., one of twins, both girls, gave birth to two healthy baby girls. The new twins' father is one of twin brothers.

## Latest Offering of Hurley & Earley.



Jeffery Six roadster, the first model of its kind to be received in the city. W. B. Johns is at the wheel; accompanying him is Leon Hurley, manager of the local branch.

## Richmond-Washington Road Fund Increased to \$1,227

Sum of \$4,870 in All Required—Motorists Have Contributed Freely but Merchants Have Been Slow to Assist.

One hundred and forty-four Washingtonians, who expect to derive either pleasure or profit from the completion of a modern highway through the Choptank Swamp, during the past week contributed \$375 to the fund being raised in this city under the auspices of the A. A. District of Columbia Club, with which to build a roadway through the Choptank Swamp, thus opening up direct road travel between the two capitals. The total sum needed is \$4,870, of which \$1,227 has been subscribed.

Although only about one-fourth of the required amount has been subscribed, officials of the motorizing organization express themselves as being confident that the near future will find them in possession of the total amount sought. Exemplification of this confidence is seen in the commencement of the work on the Pohlke Church-Lorton Station stretch ten days ago, and the appearance of surveyors in the Choptank Swamp section during the past week.

Club officials hope to have the entire fund subscribed and the road completed sufficiently early in the present touring season to permit of a combined Washington-Fredericksburg-Richmond celebration, and to advertise to the motor touring world that the direct line of travel between the North and South is open.

**Merchants Have Fallen Down.**

The sum asked is \$2 of motorists and \$3 of merchants. Thus far the expected number of returns from motorists have come in, but the appeal to merchants has fallen down.

In view of the fact that the business

men of the National Capital are asked to subscribe purely as a business investment, the fund committee feels that its proposition is still undergoing a process of analysis in the minds of the merchants, and that returns from this direction will be accelerated at an early date.

Over-subscription has been the case in a number of instances, but not enough to balance those remaining out. Some of those who over-subscribed in their eagerness to see the road built are: Harrison Sidham, \$35; Congress Hall Hotel, \$25; Woodward & Lothrop, \$10; Hart Merriam, \$15; M. Mott Smith, \$10; Union Garage, \$10; Byron Adams, \$10; W. C. Long, \$10, and several motorists, solicited for \$2 each, gave \$5.

**Approve Club's Efforts.**

Accompanying their checks for the amount asked, a number of business men expressed their approval of the club's efforts, and extended the committee the privilege of calling upon them again, should difficulty be experienced in getting the money elsewhere.

Here are excerpts from some of the interesting and encouraging letters received:

From Isaac Gans, manager Saks & Co: "Enclosed find check toward your highway project, which we think is very necessary and commendable."

From Woodward & Lothrop: "Herewith is our check. We assure you we are glad to make this contribution."

H. B. Matchett, editor Mt. Rainier Times: "It gives me great pleasure to contribute to a cause so vital to every motorist and farmer who may have occasion to use this road."

From Harris and Ewing: "Find enclosed check. If more help is needed, let us know."

From Guy Mason: "I have been over that road a number of times, and if there ever was a stretch of highway which needs fixing, it is this one, and I congratulate you on your determination to go ahead and put it in condition for use."

**Big Tire Repairs.**

From M. Mott Smith: "I have just returned from a trip in Virginia—used up all my money on tire repairs. Often I said I would much rather give \$10 toward putting a decent road through this place than spending it on tires—I am glad to learn of your efforts—here is \$10 instead of \$2."

From Barry Bulkley: "A most commendable project and worthy of earnest support."

From Frank Spurrier, Washington Branch V-I-S-E Films, Inc.: "If there should be a further shortage and you should decide to send out another letter, please call on me and I will gladly give you another check."

From Dr. James M. Moser: "I am glad to send my contribution. I have been over that Choptank swamp road. That one comparatively short stretch is much worse advertisement for the State of Virginia than her blue laws! I am confident that if motorists in general could know the wonderful touring ground opened to them by its completion, you would have no difficulty in raising the fund."

Contributions were received during the past week from the following:

T. F. Jewell, Gustav Buchholz, L. J. Walker, Harry Sherby, Mrs. S. L. Cooper, H. L. Rust, C. S. White, Alex. B. Legare, J. Z. Walker, H. C. Sheridan, Fenelon B. Brook, Raymond H. Pison, Charles S. White, Tucker K. Sands, E. S. Kennedy, Guy Mason, Grafton Reed, A. L. Sattenwhite, Woodward & Lothrop, George E. Truett, Louis Conrad, Sidney Paige, H. V. Buser, George C. Humphrey, Isadore Freund, Wm. Scrimgeour, B. H. Stinemetz & Son Co., R. Selin, Geo. L. Harrison, Harry Stevens, H. M. Crandall, E. Russell Lloyd, J. H. Janney, John F. Wilkins, Bruce Cleveland, Edw. O. Craig, Thomas B. Hutchinson, Hugh Keneipp, Charles O. Miller, B. Frank Wright, S. A. Reeves, Jess C. Adkins, Mrs. F. A. Keepe, George B. Wells, David Hendrick, Louis W. Austin, H. A. Thrift, Harry Wilson, M. Mott Smith, S. H. Rogers, Ralph H. Chappell, James W. Fisher, John R. Grunwell, Jane E. Grunwell, Saks & Co., John H. Magruder, Floyd E. Davis, Congress Hall Hotel, Harrison Sidham, Duin & Martin Co., A. M. Haines, R. B. Boyle, Mrs. S. V. King, H. Tudor Morsell, Miss Sophie P. Casey, A. F. Lucas, Wm. A. Mills, L. J. Matthews, James M. Flint, Arthur J. Allen, C. O. Hall, Mrs. J. M. Holton, Eldridge E. Jordan, Zeph P. Moore, J. Maury Dove, Adam P. Ruth, W. T. Anderson, H. J. Gielas, R. R. Rapley, A. C. Lampe, T. Lincoln Townsend, M. Louise Grunwell, Dr. A. R. Shands, W. F. Dennis, J. B. Bolling, H. C. Duffey, M. D.; Mrs. Mary A. Keady, Harry J. Saks, Dr. S. S. Thompson, Dr. D. K. Shute, James D. Phelan, A. S. Worthington, W. C. Eustis, Mrs. Frances L. Adams, A. J. Woodruff, Dr. J. Thomas Kelley, Thomas W. Smith, J. J. Griffin, Emilie Berliner, Dr. Wm. Earl Clark, W. C. Borden, Frederick W. Swanton, H. A. Kite, Francis R. Lamb, W. E. Jones, C. Hart Merriam, Dr. Charles A. Pfender, J. H. Vawter, C. A. Kenyon, William D. Barry, John J. Noonan, Edwin H. Elm, M. M. Parker, Union Garage, Henry H. Ward, A. J. Pierpont, Frank L. Polk, Dr. James M. Moser, The Smoot & Gravel Corporation, M. Fischer, Edward E. Norwood, George R. Linkins, C. C. Curtis, J. S. Conover, J. P. Muller, C. W. Shoemaker, W. H. Shobe, Louis Beyer, Jr., Francis B. Silbee, Mrs. Eugenia M. Gilroy, F. N. Thomas, Henry A. Hayward, Barry Bulkley, B. G. Foster, Mrs. Ellen N. Warder, Mrs. F. J. Moses, Gustave Oppenheimer, A. G. Batchelder, Frank Spurrier, G. G. Hamner, M. H. Hopwood, Mrs. Emma P. Hungerford and Edward P. Mcigs.

For diving in shallow water a helmet has been invented that serves the purpose without the necessity for a complete diver's suit.

## BIG ADS PUSH SALE OF AUTOS

Goodrich Company Official Says Generous Space Pays Abundantly.

E. C. Tibbitts, advertising manager of the B. F. Goodrich Company, in a recent address turned the searchlight upon newspaper advertising and proved that it rested upon a stable, secure and successful foundation for the widespread promulgation of the gospel of modern merchandising.

"I don't care how many autos you own, or whether you're a movie bug, or a golf fiend, a card shark, a bookworm, or whether the whole family is down sick, you read the newspapers, every one of you. There's nothing in the realm of print that beats the newspaper reading habit for hanging on to your curiosity. You must know who is being nominated for President, how many warships went down yesterday, what is happening in town, in other cities and in other countries—and you must know it today."

"And when you read the newspapers you must read the ads. You can't escape them—not when they are written so that they uncover a vital spot in the armor of supposed indifference. Any other kind of an ad doesn't count. You wouldn't read it if time hung heavy on your hands."

"I believe an advertiser should not attempt to capture the full quota of newspaper readers by small space—unless forced to. Use quarter pages and half pages as much as you can. Then your message can't be missed."

**Puts "Pep" Into Campaign.**

"And every now and then run in a full page ad. It will put 'pep' into almost any selling campaign. It towers head and shoulders above the other claimants for attention. It is impressive. It's the 'big voice' in modern merchandising—the voice that is heard round the whole city and out across the highways and by-ways of a paper's trading territory. It's a 42 cm. cannon shot—and its deep boom signals a selling victory."

"Every quarter page or half page ad that follows a page has twice the chance to succeed and to interest and impress the great bulk of readers with the advertiser's message. Experience proves it."

"The B. F. Goodrich Company recently ran a page ad all over the country entitled 'Integrity—and the house behind the wheel.' The effect of this page was electrical. Dealers everywhere posted the page in their windows. Newspaper readers were deeply impressed with the business, reliability and good faith of the wonderful Goodrich organization."

"The cost of this page in no sense represented the great dollars and cents good-will value which the Goodrich company secured as a result. It was a money-maker, was that page ad. And

it has vastly helped its smaller brothers, the quarter and a half pages which followed, to sell Goodrich tires. It put thousands of dollars worth of life into the whole campaign above what it cost. It has proved itself a wonderful investment."

Two Canadian scientists have found cobalt superior to nickel for plating other metals, being more durable, requiring less time to apply and providing equal protection with a thinner deposit.

## PRODUM PROCESS PAYS.

Secret Method Employed in Making Republic Tires Reduces Blowouts.

Produm. Who ever heard of it? Anyone who buys Republic tires knows of it, because it is the secret process of Republic tire making.

Manager Ashley Leech, of the Washington Auto Supply Co., is asked what it means half a dozen times a

day, but to no one is the secret of the process made known. Its results are being found out in reduced blowouts and tire trouble by owners of these tires. The process has added a great many miles to the life of Republic tires, and after all that's all one wants to know about a tire anyway, isn't it?

The highest railway bridge in the world is the Gokteik viaduct in Burma. It is 800 feet above the water.

## CHEVROLET

## At Home in Washington

We have established a branch in Washington, D. C., located at 1218 Connecticut Avenue N. W., for the sale at retail of Chevrolet quality motor cars.

Our direct representation at the National Capital began on June 1, and we are now quite "at home" to our many friends and to a host of others who, through the eminently satisfactory experience of Chevrolet ownership, will become firm friends.

We have a service arrangement which seems ideal—it is the manufacturer's service rendered directly to the owner.

Chevrolet quality cars are built in two chassis models, the "Four-Ninety," the little aristocrat of motordom, and the "Baby Grand," a large, powerful touring car.

## CHEVROLET MOTOR COMPANY

RETAIL BRANCH

1218 CONNECTICUT AVE., N. W., WASHINGTON, D. C.

Factories: NEW YORK CITY; TARRYTOWN ON HUDSON; FLINT, MICHIGAN; ST. LOUIS, MO.; OAKLAND, CAL.; OSHAWA, CAN.; FORT WORTH, TEXAS

# Enjoy the "4th" in a Maxwell New Price \$595!

HAVE a real holiday—filled to the last minute with genuine happiness—real delight. That's what a Maxwell will accomplish for you. Picnic—visiting friends—to the races or circus—no matter what you do, the Maxwell will make it a holiday you'll remember. And furthermore, it will add pleasure, satisfaction and real happiness to every day.

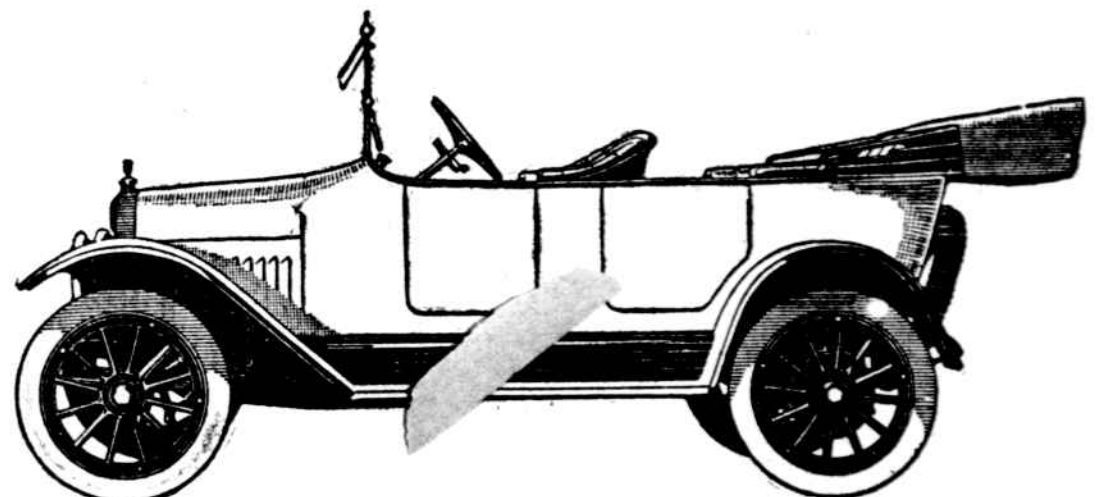
Now we mention the Maxwell for the "4th" especially, because you've just read the announcement of the big price reduction by the Maxwell Motor Company. The wonderful car that formerly sold for \$655—is now only \$595.

Not one detail of the car has been changed—the same high grade, complete automobile. If you've been thinking of a motor car at all you've had just such a car as this in mind. Probably you've thought it impossible to secure—but here it is—come and see!

Twenty miles per gallon of gasoline—7,000 to 10,000 miles per set of tires—surely that's greater economy than you have expected. The Maxwell holds the World's Non-stop Motor Record. 22,000 miles without a motor stop.

Economy in first cost—economy in operation—and a stylish, handsome, comfortable motor car—these qualities you get in a Maxwell at this astonishing price.

We can deliver you a Maxwell today!



Complete equipment, including Electric Starter and Electric Lights

H. B. Leary, Jr.  
Distributor

1321 Fourteenth Street

Phone N. 4434

# Why not steel truck tires?



If mileage were the only thing to be considered there would be no such thing as truck tires of rubber. Steel will outwear rubber many times over. But steel is not RESILIENT. Nor is hard rubber.

To protect the fine truck mechanism in which you have invested your money, to keep your truck in the road instead of in the repair shop, to measure your truck's unflinching service by years instead of months, to secure traction, stop "spinning" and skidding with their risk to the truck and loss of gasoline—

You must get the tire that bears the name Firestone. Its special composition combines

**Toughness**—Mileage  
**Resiliency**—Tire Economy  
Truck Economy  
Improved Traction  
Greater Speed  
Gasoline Saving

When you equip with Firestone Truck Tires, you purchase all of these vital qualities. The Firestone Transportation Specialist will be glad to study your truck tire problems and make recommendations. Get in touch with him.

Firestone Tire and Rubber Company  
"America's Largest Exclusive Tire and Rim Makers"

824 14th Street N. W., Phone M. 3297, Washington, D. C.

Home Office and Factory: AKRON, O. Branches and Dealers Everywhere.

# Firestone Truck Tires